

## WHAT IS CLAIMED IS:

1. A composition comprising at least three plant extracts wherein said composition is effective in altering the perception of at least one malodor by affecting at least one olfactory receptor.
2. The composition of claim 1, wherein said three plant extracts are selected from the group consisting of frankincense, extract of roses, extract of *Cananga*, extract of *Piper*, and extract of *Bursera*.
3. The composition of claim 2, comprising four plant extracts selected from the group consisting of frankincense, extract of roses, extract of *Cananga*, extract of *Piper*, and extract of *Bursera*.
4. The composition of claim 2, comprising five plant extracts: frankincense, extract of roses, extract of *Cananga*, extract of *Piper*, and extract of *Bursera*.
5. The composition of claim 2, wherein the source of said frankincense is *Boswellia carteri*.
6. The composition of claim 2, wherein said frankincense comprises between about 0.1% and about 40% by weight of the composition.
7. The composition of claim 2, wherein said extract of roses comprises an extract of rose flowers.
8. The composition of claim 7, wherein said extract of rose flowers comprises an extract of rose petals.
9. The composition of claim 8, wherein said rose petals comprise petals of *Rosa damascena*.

10. The composition of claim 8, wherein said extract of rose petals comprises an extract selected from the group consisting of rose oil, rose oil absolute or a mixture thereof.

11. The composition of claim 10, wherein said extract of rose petals comprises a mixture of rose oil and rose oil absolute.

12. The composition of claim 9, wherein the source of said rose petals comprises *Rosa damascena* grown in Bulgaria.

13. The composition of claim 2, wherein said extract of roses comprises between about 0.1% and about 40% by weight of the composition.

14. The composition of claim 2, wherein said extract of *Cananga* comprises an extract of *Cananga odorata*.

15. The composition of claim 2, wherein said extract of *Cananga* comprises an extract of a flower of *Cananga*.

16. The composition of claim 2, wherein said extract of *Cananga* comprises an essential oil.

17. The composition of claim 2, wherein said extract of *Cananga* comprises ylang ylang.

18. The composition of claim 2, wherein said extract of *Cananga* comprises between about 0.1% and about 40% by weight of the composition.

19. The composition of claim 2, wherein said extract of *Piper* comprises an extract of leaves of a plant of *Piper*.

20. The composition of claim 2, wherein said extract of *Piper* comprises an extract of *Piper auritum*.

21. The composition of claim 20, wherein said extract of *Piper auritum* comprises an extract of leaves of *Piper auritum*.

22. The composition of claim 2, wherein said extract of *Piper* comprises an essential oil of leaves of *Piper auritum*.

23. The composition of claim 2, wherein said extract of *Piper* comprises between about 0.1% and about 60% by weight of the composition.

24. The composition of claim 2, wherein said extract of *Bursera* comprises an extract of *Bursera* wood.

25. The composition of claim 24, wherein said extract of *Bursera* wood comprises linaloe wood oil.

26. The composition of claim 25, wherein said extract of *Bursera* wood comprises oil extracted from *Bursera glabrifolia* and/or *Bursera delpechiana*.

27. The composition of claim 2, wherein said extract of *Bursera* comprises between about 0.1% and about 22% by weight of the composition.

28. The composition of claim 2, further comprising at least one auxiliary component selected from the group consisting of vanillin, ethyl vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus* and mixtures thereof.

29. The composition of claim 2, wherein said auxiliary component comprises up to about 60% by weight of the composition.

30. The composition of claim 28, wherein said extract of *Hedychium* is an extract of *Hedychium spicatum*.

31. The composition of claim 28, wherein said extract of *Hedychium* is an extract of the root of *Hedychium*.

32. The composition of claim 28, wherein said extract of *Hedychium* is an essential oil of *Hedychium*.

33. The composition of claim 28, wherein said extract if *Menta* is an extract of *Menta piperata*.

34. The composition of claim 28, wherein said extract if *Menta* is an oil of *Menta*.

35. The composition of claim 28, wherein said extract if *Menta* is an essential oil of *Menta*.

36. The composition of claim 28, wherein said extract of *Citrus* is an extract of *Citrus limonum*.

37. The composition of claim 28, wherein said extract of *Citrus* is an oil of *Citrus*.

38. The composition of claim 28, wherein said extract of *Citrus* is an essential oil of *Citrus*.

39. The composition of claim 28, wherein said auxiliary component comprises vanillin and at least one additional auxiliary component selected from the group consisting of ethyl vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus*.

40. The composition of claim 39, wherein said vanillin comprises up to about 58% by weight of the composition.

41. The composition of claim 28, wherein said auxiliary component comprises ethyl vanillin and at least one additional auxiliary component selected from the group consisting of vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus*.

42. The composition of claim 41, wherein said ethyl vanillin comprises up to about 58% by weight of the composition.

43. The composition of claim 2, further comprising benzyl benzoate.

44. The composition of claim 43, wherein said benzyl benzoate comprises between about 0.1% and about 60% by weight of the composition.

45. The composition of claim 2, further comprising an aldehyde component.

46. The composition of claim 45, wherein said aldehyde component comprises a mixture of one or more hydrocarbon aldehydes of a structure  $RCH=O$ , wherein R is selected from the group consisting of aryl and alkyl groups.

47. The composition of claim 46, wherein R is an alkyl groups having between 8 and 16 carbon atoms.

48. The composition of claim 46, wherein said aldehyde component comprises a mixture of at least two alkyl aldehydes selected from the group consisting of aldehyde C8, aldehyde C9, aldehyde C10, aldehyde C11, aldehyde C12, aldehyde C13/C15, aldehyde C14, aldehyde C16.

49. The composition of claim 45, wherein said aldehyde component comprises between about 0.1% and about 55% of the composition.

50. The composition of claim 2, further comprising amyl salicylate.

51. The composition of claim 50, wherein said amyl salicylate comprises iso-amyl salicylate, n-amyl salicylate or a mixture thereof.

52. The composition of claim 2, wherein said amyl salicylate comprises a mixture of iso-amyl salicylate and n-amyl salicylate.

53. The composition of claim 2, wherein said amyl salicylate comprises between about 0.1% and about 55% by weight of the composition.

54. A method of modifying perception of a malodor comprising selectively affecting specific olfactory receptors in an individual thereby altering perception of the malodor.

55. The method of claim 54, wherein said alteration of perception is achieved by exposing said individual to a composition capable of binding to said olfactory receptors.

56. The method of claim 55, wherein said composition includes volatile components.

57. The method of claim 55, wherein said composition comprises at least three plant extracts.

58. The method of claim 57, wherein said composition is the composition of claim 1.

59. A composition comprising benzyl benzoate, an aldehyde component, amyl salicylate, frankincense, extract of roses, as, extract of *Calanga*, extract of *Piper*, extract of *Bursera* and at least one auxiliary component selected from the group consisting of vanillin, ethyl vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus* and mixtures thereof.

60. The composition of claim 59, wherein said benzyl benzoate comprises between about 0.1% and about 60% by weight of the composition.

61. The composition of claim 59, wherein said aldehyde component comprises a mixture of one or more hydrocarbon aldehydes of a structure  $RCH=O$ , wherein R is selected from the group consisting of aryl and alkyl groups.

62. The composition of claim 59, wherein said aldehyde component comprises a mixture of at least two aldehydes selected from the group consisting of aldehyde C8, aldehyde C9, aldehyde C10, aldehyde C11, aldehyde C12, aldehyde C13/C15, aldehyde C14, aldehyde C16.

63. The composition of claim 59, wherein said aldehyde component comprises between about 0.1% and about 55% of the composition.

64. The composition of claim 59, wherein said amyl salicylate is iso-amyl salicylate, n-amyl salicylate or a mixture thereof.

65. The composition of claim 59, wherein said amyl salicylate comprises a mixture of iso-amyl salicylate and n-amyl salicylate.

66. The composition of claim 59, wherein said amyl salicylate comprises between about 0.1% and about 55% by weight of the composition.

67. The composition of claim 59, wherein the source of said frankincense comprises *Boswellia carteri*.

68. The composition of claim 59, wherein said frankincense comprises between about 0.1% and about 40% by weight of the composition.

69. The composition of claim 59, wherein said extract of roses comprises an extract of rose flowers.

70. The composition of claim 69, wherein said extract of rose flowers comprises an extract of rose petals.

71. The composition of claim 70, wherein said rose petals comprise petals of *Rosa damascena*.

72. The composition of claim 71, wherein the source of said rose petals comprises *Rosa damascena* grown in Bulgaria.

73. The composition of claim 70, wherein said extract of rose petals comprises an extract selected from the group consisting of rose oil, rose oil absolute or a mixture thereof.

74. The composition of claim 70, wherein said extract of rose petals comprises a mixture of rose oil and rose oil absolute.

75. The composition of claim 59, wherein said extract of roses comprises between about 0.1% and about 40% of the composition.

76. The composition of claim 59, wherein said extract of *Cananga* comprises an extract of *Cananga odorata*.

77. The composition of claim 59, wherein said extract of *Cananga* comprises an extract of a flower of *Cananga*.

78. The composition of claim 59, wherein said extract of *Cananga* comprises an essential oil.

79. The composition of claim 59, wherein said extract of *Cananga* comprises ylang ylang.

80. The composition of claim 59, wherein said extract of *Cananga* comprises between about 0.1% and about 40% by weight of the composition.

81. The composition of claim 59, wherein said extract of *Piper* comprises an extract of leaves of a plant of *Piper*.

82. The composition of claim 59, wherein said extract of *Piper* comprises an extract of *Piper auritum*.

83. The composition of claim 59, wherein said extract of *Piper* comprises an essential oil of leaves of *Piper auritum*.

84. The composition of claim 59, wherein said extract of *Piper* comprises between about 0.1% and about 60% by weight of the composition.

85. The composition of claim 59, wherein said extract of *Bursera* comprises an extract of *Bursera* wood.

86. The composition of claim 85, wherein said extract of *Bursera* comprises linaloe wood oil.

87. The composition of claim 85, wherein said extract of *Bursera* wood comprises oil extracted from *Bursera glabrifolia* and/or *Bursera delpechiana*.

88. The composition of claim 59, wherein said extract of *Bursera* wood comprises between about 0.1% and about 22% by weight of the composition.

89. The composition of claim 59, wherein said auxiliary component comprises vanillin and at least one additional auxiliary component selected from the group consisting of ethyl vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus*.

90. The composition of claim 89, wherein said vanillin comprises up to about 58% by weight of the composition.

91. The composition of claim 59, wherein said auxiliary component comprises ethyl vanillin and at least one additional auxiliary component selected from the group consisting of vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus*.

92. The composition of claim 91, wherein said ethyl vanillin comprises up to about 58% by weight of the composition.

93. The composition of claim 59, wherein said auxiliary component comprises up to about 60% by weight of the composition.

94. The composition of claim 59, wherein said extract of *Hedychium* is an extract of *Hedychium spicatum*.

95. The composition of claim 59, wherein said extract of *Hedychium* is an extract of the root of *Hedychium*.

96. The composition of claim 59, wherein said extract of *Hedychium* is an essential oil of *Hedychium*.

97. The composition of claim 59, wherein said extract if *Menta* is an extract of *Menta piperata*.

98. The composition of claim 59, wherein said extract if *Menta* is an oil of *Menta*.

99. The composition of claim 59, wherein said extract if *Menta* is an essential oil of *Menta*.

100. The composition of claim 59, wherein said extract of *Citrus* is an extract of *Citrus limonum*.

101. The composition of claim 59, wherein said extract of *Citrus* is an oil of *Citrus*.

102. The composition of claim 59, wherein said extract of *Citrus* is an essential oil of *Citrus*.

103. An article of manufacture comprising the composition of claim 1 and a carrier.

104. The article of manufacture of claim 103, packaged in a packaging material and identified for use in ameliorating effects of malodor.

105. The article of manufacture of claim 103, wherein said carrier is selected from the group of fabric-care products, personal hygiene products, air-freshening products, cleaning products and cosmetic products.

106. The article of manufacture of claim 103, wherein said carrier is a fabric-care product.

107. The article of manufacture of claim 106, wherein said carrier is selected from the group of consisting of laundry detergents, laundry soaps, fabric softeners, fabric sprays, fabric deodorants, dryer-added products, whitener products, bleaching products, optical whitener products and odor masking products.

108. The article of manufacture of claim 103, wherein said carrier is a cleaning product.

109. The article of manufacture of claim 108, wherein said carrier is selected from the group consisting of bleach, cleaners, dish washing products, toilet cleaning products and floor cleaning products.

110. The article of manufacture of claim 103, wherein said carrier is a personal hygiene product.

111. The article of manufacture of claim 110, wherein said carrier is selected from the group consisting of shaving creams, shaving lotions, after shave lotions, soaps, shampoos, hair conditioners, deodorants, sun-screen products, bath salts and bath oils.

112. The article of manufacture of claim 103, wherein said carrier is a cosmetic product.

113. The article of manufacture of claim 112, wherein said carrier is selected from the group consisting of perfumes, colognes, blushes, creams, face powders, lip balms and lip sticks.

114. The article of manufacture of claim 103, wherein said carrier is a liquid.

115. The article of manufacture of claim 114, wherein said carrier is selected from the group consisting of solutions, tinctures, oils, colognes, perfumes, eaux de parfum and eaux de toilette.

116. The article of manufacture of claim 103, wherein said carrier is a viscous fluid.

117. The article of manufacture of claim 116, wherein said carrier is selected from the group consisting of balm, colloid, cream, emulsion, foam, gel, lotion, paste, sol, smearable stick suspension, and unguent.

118. The article of manufacture of claim 116, wherein said carrier comprises a material selected from the group consisting of petrolatum, fractionated coconut oil, bees' wax and combinations thereof.

119. The article of manufacture of claim 118, wherein said carrier comprises more than about 80% by weight of the article of manufacture.

120. The article of manufacture of claim 118, wherein said carrier comprises between about 85% and about 97% by weight of the article of manufacture.

121. The article of manufacture of claim 118, wherein said carrier comprises between about 85% and about 99.9% by weight of the article of manufacture.

122. The article of manufacture of claim 118, wherein said carrier comprises between about 85% and about 99.99% by weight of the article of manufacture.

123. The article of manufacture of claim 118, wherein said composition comprises between about 3% and 15% by weight of the article of manufacture.

124. The article of manufacture of claim 118, said composition comprises between about 0.1% and about 15% by weight of the article of manufacture.

125. The article of manufacture of claim 118, wherein said composition comprises between about 0.01% and 15% by weight of the article of manufacture.

126. The article of manufacture of claim 103, wherein said carrier is a solid.

127. The article of manufacture of claim 126, wherein said carrier is selected from the group consisting of decorative items, sublimating air fresheners, talc-based powders, carbon-based powders, fabrics, cloths, tissues, sponges, papers, pledgets, pads, nasal tampons, masks and bath salts.

128. A method of preparing a composition for modifying perception of a malodor comprising combining components including benzyl benzoate, frankincense, extract of roses, extract of *Cananga*, extract of *Piper*, and extract of *Bursera* thereby preparing the composition.

129. The method of claim 128, further comprising combining at least one component selected from the group consisting of an aldehyde component and amyl salicylate.

130. The method of claim 128, further comprising combining at least one component selected from the group consisting of vanillin, ethyl vanillin, extract of *Hedychium*, extract of *Menta*, extract of *Citrus*.

131. The method of claim 128, further comprising dissolving said frankincense in said benzyl benzoate.

132. A method of reducing the negative effects of malodor on an individual comprising positioning a composition of claim 1 so that vapors emanating from said composition affect olfactory receptors of the individual thereby reducing the negative effects on the individual of malodor emerging from a source of malodors at a location.

133. The method of claim 132, wherein said individual is selected from the group consisting of pregnant women, wounded persons, persons afflicted with cancer, persons afflicted with AIDS, persons undergoing medical treatment, persons afflicted with a foul smelling wounds, diabetics, health-care workers and rescue workers.

134. The method of claim 132, wherein said source is selected from the group of agriculture, amines, body odor, cigarette smoke, compost, dairy industry, gangrenous wounds, garbage, human feet, diapers, dirty laundry, halitosis, bad breath, lesions, livestock, manure, mercaptans, sewage, sludge, smoke, swine, tobacco, trash compactors, tumors, smoke, stale sweat, ulcers, unwashed humans, vomit, waste water, rotting proteins, decomposing proteins, burned proteins, abscesses, urine, viscera, offal, feces, ammonia, amines produced during the putrefaction of proteins and indoles produced during the putrefaction of proteins and combinations thereof.

135. The method of claim 132, wherein said location is selected from the group consisting of clinics, dental clinics, hospitals, surgical wards, mass graves, morgues, battlefields, abattoirs, industrial plants, sewers, earthquake loci, collapsed buildings, sewage processing plants, tanning plants, animal handling areas, barns, cancer wards, changing rooms, clarifiers, coal mines, composting sites, crematoria, crummy motels, diaper pails, dormitories, feed lots, garbage dumps, garbage processing plants, kennels, landfills, laundry rooms, leather processing plants, locker rooms, lumber mill, meat processing plants, milking parlors, mines, mothers in law, nursing homes, old age homes, outhouses, paper mills, photographic products manufacturing plants, poultry processing plants, prisons, rendering plants, settling basins, sewage dewatering systems, sludge stations and sport centra and combinations thereof.

136. The method of claim 132, wherein said composition comprises an auxiliary component selected from the group consisting of vanillin, ethyl vanillin or a combination thereof.

137. The method of claim 136, wherein said source is found in a location selected from the group consisting of hospitals, surgical wards, mass graves, morgues, battlefields, abattoirs, earthquake loci, collapsed buildings, and combinations thereof.

138. The method of claim 132, wherein said composition comprises extract of *Hedychium*.

139. The method of claim 138, wherein said individual is selected from the group consisting of persons afflicted with cancer, persons undergoing medical treatment and health-care workers.

140. The method of claim 138, wherein said source is found in a location selected from the group consisting of hospitals, surgical wards, cancer wards, nursing homes, old age homes and combinations thereof.

141. The method of claim 132, wherein said composition comprises extract of *Menta*.

142. The method of claim 141, wherein said individual is a pregnant woman.

143. The method of claim 132, wherein said composition comprises extract of *Citrus*.

144. The method of claim 143, wherein said source includes a source selected from the group of fire, cigarette smoke, tobacco, burned oil or protein (flesh), charred protein (flesh) and smoke.

145. The method of claim 132, wherein said positioning is such that vapors emanating from said composition are inhaled by the individual concurrently with the inhaling of malodorous vapors emanating from said source of malodor.

146. The method of claim 132, wherein said positioning comprises positioning said composition in the vicinity of said source or placing said composition at said location.

147. The method of claim 132, wherein said composition is provided in an article including said composition.

148. The method of claim 147, said article selected from the group consisting of air-freshening products, decorative items, sublimating air freshener, fabric, cloth, tissue, paper, and pad.

149. The method of claim 132, wherein said positioning comprises positioning said composition in the vicinity of an olfactory organ of the individual.

150. The method of claim 149, wherein said composition is provided as a smearable article.

151. The method of claim 150, wherein said positioning comprises smearing said smearable article in the vicinity of an olfactory organ of the individual.

152. The method of claim 151, wherein said vicinity is the filtrum of the individual.

153. The method of claim 132, wherein said positioning comprises contacting said source of malodor with said composition.

154. The method of claim 153, wherein said source is selected from the group consisting of part of a body, articles of clothing, fabrics and cloth.